

Eyes—Like Teeth—Need Frequent Examining

Have Our Registered Optometrist Examine Your Eyes. Examination free of charge. Prices for Glasses consistently moderate.

GIMBELS—OPTICAL SECTION—Main Floor Balcony

Gimbel Brothers

32nd ST. - BROADWAY - 33rd ST

"Send Them Clothes"

Red Cross

Clothing Drive—March 24-31

Send your OTHER coat. Your fellowman is shivering for it in Europe. Every practical garment desperately needed. A list of Red Cross receiving stations is advertised daily in New York morning papers.



Come Monday—The Gimbel Store Will Close All Day Tuesday

New Silk Lingerie

As Fresh and Beautiful as a New Peach Blossom

Daintiest collection of exquisite garments fashioned of georgette crepe, satin and crepe de chine. Richly trimmed with laces, hand embroideries or elaborate effects of lace and medallions.

Most charming pieces for the Easter Bride. In many instances they can be matched; also complete bridal sets at very moderate prices. Many novelties in flesh, blue and orchid.

Night Gowns, hand embroidered, \$12.95 to \$23.75.

Night Gowns, of Crepe de Chine, \$4.95 to \$16.95.

Night Gowns, of Satin, \$6.95 to \$25.

Envelope Chemise, of Crepe de Chine, \$2 to \$7.95.

Envelope Chemises, of Satin, \$3 to \$10.95.

Combinations, Marguerite models, \$3.95 to \$14.50.

Combinations, Flo Flo models, \$3.95 to \$8.50.

Bloomers, of Crepe de Chine, \$3 and \$3.95.

Bloomers, of Satin, \$3 to \$7.95.

Envelope Drawers, \$5 to \$9.95.

Princess Slips, \$5 to \$7.95.

Combination Drawers, \$4.50 to \$7.95.

Vest Chemises, of Satin, \$3.

Combinations, Step-in models, \$7.95 to \$11.50.

Pajamas, "Billie Burke" models, \$5.50 to \$39.75.

Pajamas, Two-piece models, \$12.95 to \$27.95.

Envelope Chemises, hand emb'd, \$9.95 to \$10.50.

Knee-Length Chemises, hand emb'd, \$6.50.

Vest Chemises, hand embroidered, \$6.95 to \$9.95.

GIMBELS—UNDERMUSLIN SECTION—Second Floor

Bridal Outfits.

consisting of Night Gowns and Envelope Chemises. Sold separately if so desired. Gowns, \$9.50, \$13.95, \$16.95 and \$19.95. Envelope Chemises, \$5, \$7.95, \$8.95, up to \$14.50.



\$7.95 \$12.95 \$8.95 \$6.95

Ribbon, 39c a Yd.

All Silk Moire Taffeta Ribbon, suitable for millinery and children's hair bows. A range of the new Spring shades.

39c a yard.

Black Satin Back Velvet Ribbon, suitable for millinery and dress trimming. 1 to 3 1/4 inches wide.

20c to 65c a yard.

GIMBELS—Main Floor.

Glove-Silk Underwear

For Women

To have the Gimbel label on silk underwear means the best measure up to a given standard in

Detail of Workmanship. Quality of Cloth Used. Generous proportional sizes.

Glove Silk Vests, \$2.50 and \$2.75

Bodice style with tailored band tops and neat ribbon shoulder straps at \$2.50. Tailored band tops in regulation low neck, sleeveless model, at \$2.75.

Glove Silk Bloomers, \$3.50

Cut wide across the seat and full width in legs. Reinforced to add to their wear.

Glove Silk Union Suits, \$4.75

Band top suits, or bodice style, of standard quality glove silk in perfect fitting model. Fully reinforced.

GIMBELS—UNDERWEAR SECTION—Main Floor

Men's and

Handkerchiefs

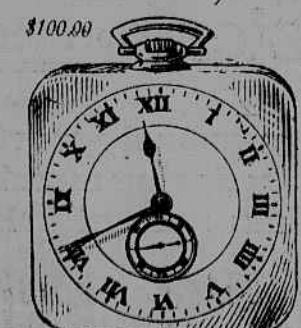
Men's Pure Irish Linen Handkerchiefs, plain white hemstitched, 1/4 in. hems only, 6 for \$1.75. Men's Fine Grade Irish Linen, narrow hems, 6 for \$2.35. Women's Colored Novelty Hand-

kerchiefs. All the new Spring shades, 25c each. Women's Novelty Handkerchiefs, white with colored embroidered corners, some with colored imitation Armenian lace edges, 12 1/2c each.

GIMBELS—HANDKERCHIEF SECTION—Main Floor.

Lasting Gifts for the Men Returning from Abroad

Watches, from \$13 to \$100



At \$13.00—Man's Watch 12 size, 20 year gold-filled case, open face, plain polish, 7-jewel Elgin movement. Guaranteed.

At \$22.00—Man's Watch 12 size, 25 year gold-filled case, open face, plain polish, 15-jewel Elgin movement. Guaranteed.

At \$25.00—Man's Watch Stream Line Elgin 12 size, 20 year gold-filled case, open face, plain polish, 17-jewel movement. Guaranteed.

At \$30.00—Man's Watch 14 karat gold, 12 size, plain polish, open face, 7-jewel Elgin movement. Guaranteed.

At \$75.00—Man's Watch Stream Line Elgin 12 size, 14 karat gold, open face, plain polish, 19-jewel movement. Eight adjustments.

At \$100.00—Man's Watch Illustrated, 14 karat gold, thin square model, with hinge case, 17-jewel Waltham movement, silver dial. Guaranteed.

Other watches ranging from \$7.50 to \$255.00

GIMBELS—JEWELRY SECTION—Main Floor

Waistcoats \$1.85

This little Monday Special comes in White, Rose, Copen and Tan Poplin with a tiny net vest, tucked and Val. lace ruffled. Belt and Pearl Button finished.

Other Waistcoats in Linen, Marabout Capes and Stoles. in Pique, Satin and Fancy Silk. plain or ostrich trim, are priced from \$1.25 to \$14.50 from \$6.95 to \$25.00 ea.

GIMBELS—NECKWEAR SECTION—Main Floor

Fisher, Mole, Stone Marten

are among the furs in Spring fashion favor

As are also squirrel, mink, sable, fox. The smartest new handling of these furs are being shown from the single-skin scarf, which is just a charming neck-band to the great rippling cape or the panel-back, stole front cape.

Gimbel prices for each piece will be found to compare to their advantage with any shown elsewhere.

GIMBELS—Third Floor

To Do Honor to the Glorious "27th"

American Flags

For the Parade

Wool Bunting Flags—From 2x3 ft. at \$2.65 to 8x12 ft. at \$18.75.

Cotton Bunting Flags—From 3x5 ft. at \$3.95 to 8x12 ft. at \$10.50.

Welcome Home Banners and Flags at 25c and 50c.

Silk "Welcome Home" Pennants at \$1.25.

GIMBELS—Fourth Floor

Silk Petticoats \$2.95 to \$25 ea.

Perhaps you have not been informed that the Section of Intimate Garments, such as Negligees, Petticoats, Pettibloomers, Dressing Scaques and House Dresses is probably the most comprehensive in New York. In addition to the large selection, prices are the least considerable so far as we have been able to ascertain. As an evidence of this, Please Examine—

Pettibloomers, \$1.95 to \$10.75

At \$10.75—Glove silk Jersey Milanese, heavy quality, in street colors and black. Embroidered in self colors, also in contrasting.

At \$3.95—Habitat Silk Pettibloomers. Street colors and black.

At \$1.95—Princess Cloth Pettibloomers. Street colors and black.

Milanese Glove Silk Jersey Petticoats, \$10.75 Colors: French Blue, Old Rose and Black. Flounce knife plaited and edged with gaily flowered ribbon.

GIMBELS—PETTICOAT SHOP—Second Floor.

Clifford Bordered Veils

\$1.50 to \$3.95 each

These smart Spring models come in plain meshes, chenille dots, and scroll effects. Colors are Black, Brown, Purple, Taupe and Navy.

Mesh Veiling, in assorted colors, at 30c and 50c a yard.

GIMBELS—Main Floor

Lovely Colored

Wash Goods

New wash fabrics now so popular in the fashioning of dainty Spring and Summer frocks.

36 in. Colored

Swiss, \$1 yd.

Finest American made Swiss. Shown in a beautiful range of striped effects, plaid, cluster stripes of various colorings on white backgrounds. Can be combined with organza or checked gingham to make a stunning frock; also suitable for blouses and smocks.

Colored Irish

Dress Linen, \$1.50 yd.

Genuine imported Irish linen, fine French and ramin veils. Just the fabric for box coats, separate skirts, smart tailored suits, peplums and children's school wear. Shown in Copenhagen, old rose, henna, pink, ponce, brown, canary, helio, orchid, Nile green, reseda, Victory blue, navy blue, gray brick, ivory, gold and black.

Pretty Printed

VOILES

\$1 and \$1.25 yd.

Large collection of beautiful printings, representing rich georgette effects on white and colored backgrounds. Small, neat design; also medium and more elaborate effects. More than a hundred different designs from which to choose. 40 inches wide.

GIMBELS—Second Floor

March Sale of

Fine Scotch and Irish Linens

Hemstitched Damask Table Cloths and Napkins of Pure Scotch Linen

Firm and closely woven. Soft Satin finish.

Cloth 58x58 in., \$3.75 ea.

Cloth 58x80 in., \$4.50 ea.

Cloth 66x66 in., \$5.75 ea.

Cloth 66x88 in., \$7.75 ea.

Napkins to match, 17x17 in., \$6.25 a dozen.

Napkins to match, 18x18 in., \$6.75 a dozen.

Round Scalloped Cloths of Pure Irish Linen Satin Damask. Four attractive designs, 70 in. in diameter. Special Sale Price, \$6.75 each

Folding Wall Clothes Dryer, special, 95c

Electric Toasters, heavily nickle-plated finish; special, \$2.95

Simplex Clothes Washer. Steam sterilizes and washes without rubbing. Will not injure the finest fabrics. \$2.00

Demonstration going on.

GIMBELS—Linen Section—Second Floor

March Sale of

Fine Scotch and Irish Linens

Towels, Sheets, Pillow Cases

Irish Linen Hemstitched Huck Towels. Full bleached, soft and absorbent. Special Sale Price, \$6.50, \$7.50, \$9.00 doz.

Hemmed Cotton Huck Towels. Very firm and closely woven, 18x33 in. Sale Price, \$2.25 a doz.

Bath Towels. Full bleached and very absorbent. Large size. Neat red or blue borders, 24x40 in. Special Sale Price, 69c ea.

Imported Irish Glass, Pantry and Tea Towels, in either red or blue checks, or with name "Glass" or "Pantry Cloth," woven in the border in red or blue. Very absorbent. Special Sale Price, \$4.80 doz.

Irish Linen Hemstitched Sheets and Pillow Cases—Specially Priced: Sheets—\$8.50, \$10.75, \$12.50, \$15, \$17.50 a pair Pillow Cases—\$2.75, \$3.50, \$4.00, \$4.50 a pr.

League Blue, Sunset, Wedgwood, Bermuda, Rose

Georgette Crepe Blouses For Spring

"Express Happiness With Color"—Says Paris

White and delicate flesh-pink have not been abolished, but Georgette crepe blouses in these delicious colorings are like Spring's own flowers and so flatteringly becoming!

Here are two blouses in fashions new as the Spring.

"Iris" with the double bib collar, double cuffs and bowknots of black taffeta ribbon, at

\$6.95

"Daffodil" with the mediaval neck-line and the soft unstitched pleats back and front, at

\$8.95

GIMBELS—BLOUSE SALONS—Third Floor

So Great Has Been the Demand That Gimbel's Have Secured

Another Thousand Bolts of

Real Chinese Pongee

to sell at

58c yd.

By the piece (17 to 18 yds.) \$9.75 piece

Washes so easily that it is just the fabric for children's garments, shirts for men, underwear for every one, curtains, and all sorts of draperies in studios and Summer cottages, and, and—oh, there's a thousand and one uses for Real Chinese Pongee.

Campers and those who "take to the Open Road" can't do without Pongee—it's so practical and wears so well.

Note: Some persons have bought a dozen or more bolts, for their own personal use. Some manufacturers have bought a hundred or more bolts, finding nothing else so good at so small a price in the market.

GIMBELS—SILK SECTION—Second Floor

Last Week of March Housewares Sale

People are coming more and more to realize that the largest stocks of housefurnishings in the city are to be found at Gimbel's. That is why the popularity of this March Sale is increasing daily. New stocks being received all the time, fresh goods from the best makers.

Savings as Great as Ever—25% to 50%

Aluminum Ware with National Reputations

This greatest Aluminum Ware sale is featuring high-grade brands known throughout the country for their thorough reliability:

"Wear-Ever" "Lifetime" "Aladdin" "Betty Bright"

Priced Specially Low

<p>"Wear-Ever" Wind-sor Kettle, 4-qt., \$1.90</p> <p>"Wear-Ever" Covered Sauce Pan, 2-qt., \$1.05</p> <p>"Wear-Ever" Pre-serving Kettle, 6-qt., \$1.75</p> <p>"Wear-Ever" Lipped Sauce Pan, 2 1/2-qt., 95c</p>	<p>3-piece "Lifetime" Lipped Heavy Aluminum Sauce Pan Sets, \$1.34</p> <p>"Lifetime" Double Boiler, 2-qt., Special, \$1.64</p> <p>Aluminum Percolators, 6 cup size, Specially priced, \$1.40</p> <p>Heavy Aluminum Tea Kettles, 6 qt. size, Special, \$3.20</p>	<p>"Lifetime" Tea Kettles, 4-qt., special, \$1.95</p> <p>"Aladdin" Cooking Kettle, 3-qt., \$1.15</p> <p>1,000 Acme Ice Cream Freezers, Special, 84c</p> <p>2-qt. size; make ice cream in 10 minutes. Only one to a customer. No mail or phone orders.</p>
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8-in-1 Combination Aluminum Cooking Sets. This 4-piece set can be used in 8 distinct combinations. \$2.45

GIMBELS—NEW KIND OF HOUSEFURNISHING STORE—Fifth Floor

<p>High Grade Corn Broom, No. 6 size, special, 64c</p> <p>No. 7 size, Special, 74c</p> <p>Brooms</p> <p>All of our High Grade Brooms at sensational reductions.</p> <p>White Swan Gold Bond Airway Speedway Subway Prize Leader Public Service</p>	<p>Fancy Serving Trays, 95c</p> <p>Gas Irons, sale, \$2.15</p> <p>Bath Stools, rubber capped feet, sale, \$1.25</p> <p>Simplex Clothes Washer. Steam sterilizes and washes without rubbing. Will not injure the finest fabrics. \$2.00</p> <p>Electric Irons, special, \$2.95</p> <p>Priscilla brand. All nickel finish. 6 lbs. Demonstration going on.</p>	<p>Ice Chests, 23 in. wide, 17 in. deep, 24 in. high. Excellent for small apartments. Special, \$6.85</p> <p>Costumers, \$1.45</p> <p>White enamel—six pegs \$1.45</p> <p>Folding Wall Clothes Dryer, special, 95c</p> <p>Electric Toasters, heavily nickle-plated finish; special, \$2.95</p>
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